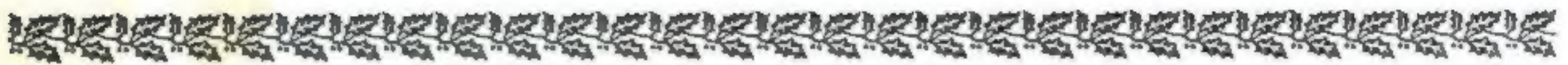


# Plain Talks

VOL. 14 DECEMBER 1936 No. 5





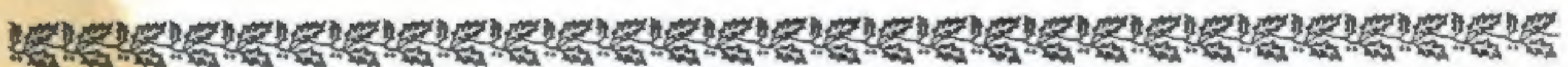


When a fellow puts his head in his hands, full of fine, generous feelings, warmed to a glow with memories of a year full of blessings bestowed by loyal, sympathetic fellow-workers, he feels most confident he can express his heart's emotion in some beautiful well-toned phrase that will carry his strong conviction. Then he starts pixilating, and instead of marshaling his thoughts onto paper in an orderly message, his thoughts marshal him still farther afield and he realizes that there really is only one simple way to spread Holiday Greetings.

The success we have enjoyed this past year, the growth we all have experienced, and the promise of a continuation of these good things, could not have come to us without united effort. For this effort, for this unity of purpose, for the splendid spirit of each one of you, we may all be grateful.

A joyous Christmas and a good New Year to all of you.

*Tom P. Walker*





# RATE STORY WINNERS . . .



Here are the men who, in the opinion of the judges in Mr. Walker's rate story contest, did the best job of explaining rates to customers. Left to right they are: George Minton, appliance repairs, Port Arthur, winner of first prize of \$25; Floyd Sharp, superintendent, Franklin, second prize \$15; W. L. Hammond, district representative, Beaumont, third prize, \$10.

## 545 Participants

Five hundred and forty-five volunteered. Four hundred and thirty-three worked the problems. Eighty-five had opportunity to put their knowledge of rates to work and submitted stories. That, in a nutshell, is the story of Mr. Walker's call for "volunteers" to tell customers our rate story.

The way so many employees took hold of this rate idea was a splendid demonstration of the interest they have in the general welfare of our organization," declared Mr. Walker. "Those who participated in the movement to familiarize themselves, and in turn our customers, with old and new rates did so without hope of special reward. It was a fine spirit they displayed and is greatly appreciated."

George Minton of Port Arthur, Floyd Sharp of Franklin and W. L. Hammond of Beaumont were first, second and third grand prize winners.

Division winners were:

Louisiana—Margaret Wheeler, sales department, Lake Charles, first; Frank Smith, district representative, Lake Charles, second; S. H. Craddock, superintendent ice department, Lake Charles, third.

Navasota—Ethel Doane, clerk and sales, Navasota, first; Cleo A. Smith, district repre-

sentative, Calvert, second; W. E. Earthman, district representative, third.

Port Arthur—F. L. Davis Jr., chief clerk, first; R. R. Eddleman, district representative, second; E. L. Hegwood, meter department, third.

Beaumont Group—J. R. Wakefield, district representative, Silsbee, first; Naomi Wiggins, stenographer, Silsbee, second; R. I. Morrison, superintendent, Jasper, third.

Beaumont—L. E. Mosier, district representative, first; E. L. Robinson, power engineer, second; J. C. Winfrey, district representative, third.

The program to encourage all employees to familiarize themselves with our old and our new residential rates so as to be in a position to explain to any customer how the reduction could be used to best advantage was launched November 15 when a message from Mr. Walker was enclosed with the mid-month payroll statements. About a week later a second message which presented three "problems" was circulated and employees were thus provided with an opportunity to practice computing theoretical bills. A third folder, a week later, offered company-wide and division prizes totalling \$100 to employees who had an opportunity to discuss the new rates with customers. The grand

(Continued on page 6)



# **“all year” sales contest • • winners to get trips**

With November figures showing a need of only 15 percent to reach a total of 300 percent bogied for major appliance sales during 1936, the sales department's "All Year" contest is fast drawing to what promises to be a very gratifying close. Three high salesmen in each division making its bogies on all three major appliances will be rewarded with "New Year trips". This makes a possible total of 15 trips, five each to New York, Los Angeles, and New Orleans. Football games, and all entertainment "trimmings" are to be thrown in free.

The "All Year" contest was planned in an effort to accomplish the biggest selling job in our history on major appliances. Bogies were set at 1500 ranges, 1955 refrigerators and 700 water heaters, and as can be seen in the figures on next page, the company's goals will likely be reached, except for water heaters.

The prize trips were arranged by the distributors. Each division must make its group quotas in order for all the three high individuals of that group to win, and the winning salesmen must make at least 50 percent of his quota on "all three."

## **HONOR ROLL**

As each salesman has made his bogies on "all three" appliances he has been placed on the honor roll and at present there are ten members. Several more may qualify before the final figures are tabulated. Honor Rollers are Ellis Taylor, Liberty division; Jim Stokes, Louisiana division; Ike Daniel, Liberty division; Paul Baker, Port Arthur division; L. E. Mosier, Beaumont division, Frank Smith, Louisiana division; V. P. Gayle, and Marcus Andrews of Navasota division; Nathan Gray, Liberty division, and Olaf Jacobsen, Louisiana division.

As can be seen in the November figures, the race has been close and the entire group is to be congratulated on a splendid selling job for 1936.

## **electricity for Sabine**



At the top is a view of the main street of this historic community, to which electric service was made available in October. Lower left is Joe Rrejean of Port Arthur with the first load of ranges and refrigerators bound for homes and business houses in Sabine. Lower right shows the lines crossing the Intracoastal Canal.



ALL YEAR CONTEST - SALES JAN. 1 - NOV. 30, '36

LIBERTY DIVISION 373

SALESMAN	RANGES		REFRIGERATORS		WATER HEATERS		NO. POINTS	
	Bogie	Sales	Bogie	Sales	Bogie	Sales	Est.	Act.
C. E. TAYLOR.....	31.....	73.....	45.....	87.....	15.....	26.....	300.....	602
I. F. DANIEL.....	39.....	62.....	53.....	56.....	15.....	27.....	300.....	445
C. H. FRENCH.....	25.....	39.....	45.....	39.....	10.....	19.....	300.....	433
W. N. GRAY.....	23.....	22.....	32.....	53.....	15.....	14.....	300.....	355
R. HUDNALL.....	37.....	38.....	51.....	42.....	17.....	17.....	300.....	285
A. D. BARROW.....	20.....	15.....	32.....	36.....	14.....	13.....	300.....	280
R. I. MORRISON.....	20.....	18.....	43.....	43.....	18.....	6.....	300.....	223
TOTAL .....	195.....	267.....	301.....	359.....	104.....	122.....	300.....	373

LOUISIANA DIVISION 302

J. W. STOKES.....	28.....	39.....	36.....	44.....	16.....	27.....	300.....	430
O. JACOBSEN .....	28.....	33.....	46.....	44.....	14.....	20.....	300.....	357
V. S. DUGAS.....	32.....	27.....	56.....	61.....	17.....	27.....	300.....	352
FRANK SMITH .....	56.....	70.....	71.....	71.....	33.....	33.....	300.....	325
L. GOODWIN .....	33.....	26.....	67.....	68.....	20.....	25.....	300.....	300
W. HOUSE .....	19.....	19.....	35.....	43.....	8.....	5.....	300.....	285
G. W. HALL.....	13.....	14.....	22.....	15.....	8.....	7.....	300.....	263
E. A. COMEAUX.....	12.....	10.....	17.....	11.....	8.....	8.....	300.....	248
E. H. LITTLE.....	46.....	45.....	60.....	56.....	25.....	13.....	300.....	243
J. L. McCRARY.....	12.....	8.....	18.....	20.....	8.....	5.....	300.....	240
W. G. BOWDEN.....	30.....	21.....	43.....	33.....	10.....	8.....	300.....	227
R. J. LANDRY.....	16.....	8.....	29.....	24.....	8.....	5.....	300.....	196
TOTAL .....	325.....	320.....	500.....	490.....	175.....	183.....	300.....	302

NAVASOTA DIVISION 275

J. F. ODOM.....	20.....	35.....	34.....	28.....	13.....	31.....	300.....	496
A. B. WILSON.....	13.....	24.....	23.....	25.....	11.....	8.....	300.....	366
R. M. ANDREWS.....	21.....	23.....	37.....	59.....	14.....	13.....	300.....	362
F. W. SHARP.....	9.....	14.....	22.....	13.....	7.....	9.....	300.....	343
W. T. THAGARD.....	10.....	14.....	17.....	21.....	9.....	6.....	300.....	330
W. C. SADLER.....	16.....	14.....	27.....	44.....	9.....	6.....	300.....	317
V. P. GAYLE.....	10.....	10.....	21.....	21.....	10.....	11.....	300.....	310
C. O. DEENNAN.....	13.....	10.....	27.....	37.....	12.....	6.....	300.....	264
P. A. ...	20.....	16.....	35.....	45.....	13.....	5.....	300.....	247



DEAN SAXBY .....	14	12	27	22	10	7	300	237
C. W. WALLER .....	9	10	17	15	8	2	300	224
C. W. CHOATE .....	10	13	16	8	7	3	300	220
J. L. CROUCH .....	10	6	20	26	10	2	300	210
W. E. EARTHMAN .....	13	10	27	23	12	4	300	195
R. B. CASH .....	9	7	15	10	8	2	300	170
J. E. BIRMINGHAM .....	10	8	23	20	6	0	300	167
L. HARDY .....	10	8	19	11	7	1	300	152
C. T. CAMPBELL .....	8	3	18	13	7	0	300	110
TOTAL .....	225	237	425	441	175	116	300	275

## BEAUMONT DIVISION 265

9. A. T. HOLLEY .....	27	56	30	36	9	7	300	405
1. L. E. MOSIER .....	20	20	20	31	5	5	300	355
11. T. A. HOUSTON .....	50	55	35	33	18	21	300	321
5. J. C. WINFREY .....	35	33	36	41	12	11	300	300
10. W. B. RICHARDSON .....	45	45	29	23	12	13	300	287
8. C. W. WINBORN .....	26	21	29	41	9	2	300	244
3. L. N. BRANNAN .....	35	29	41	46	11	5	300	239
7. E. W. BISHOP .....	27	21	29	35	9	2	800	221
2. J. C. CONNAUGHTON .....	30	28	34	19	11	7	300	213
4. J. R. LeBLANC .....	35	15	41	29	11	4	300	150
6. J. B. CRABBE .....	20	9	21	15	6	1	300	133
TOTAL .....	350	332	345	349	113	78	300	265

## PORT ARTHUR DIVISION 285

6. P. W. BAKER .....	10	12	20	19	3	4	300	382.5
11. T. O. CHARLTON, Nederland ..	50	60	42	55	10	6	300	303.7
10. J. B. LONG .....	14	23	28	23	13	6	300	291.9
3. L. E. LEVESQUE .....	30	13	37	31	14	5	300	287.8
2. J. D. HATLEY .....	21	20	31	30	8	4	300	254.6
5. A. J. PREJEAN .....	13	18	18	29	5	3	300	250.5
4. L. J. JOHNSTON .....	27	29	37	42	14	4	300	247.5
8. R. R. EDDLEMAN .....	55	38	40	31	18	18	300	246.2
9. S. B. UMPHREY .....	125	74	50	44	20	12	300	205.4
12. J. W. McMINN, Port Neches ..	30	16	67	31	10	3	300	129.2
7. W. M. INGWERSEN .....	3	3	13	17	2	1	300	121.6
1. W. E. DINKINS .....	27	28	26	29	16	10	300	7.1
TOTAL .....	405	334	384	381	133	76	300	238.6

TOTAL COMPANY .....	1500	1490	2020	1998	700	575	300	285
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(Continued from page 2)

prizes were \$25, \$15 and \$10. Division prizes were \$5, \$3 and \$2.

Mr. Walker personally presented the prizes in group meetings, although as promised in the beginning, the names (except those of the prize winners) of employees who participated were not revealed. The following tabulation shows by divisions and departments, the number of employees who participated in the program:

### VOLUNTEERS

	Acct.	Oper.	Sales	
Division	Dept.	Dept.	Dept.	Total
Navasota	16	94	9	119
Beaumont	79	82	28	189
Port Arthur	12	40	28	80
Small Towns	8	47	2	57
Louisiana	18	59	23	100
	133	322	90	545

### PROBLEMS WORKED OUT

	Acct.	Oper.	Sales	
Division	Dept.	Dept.	Dept.	Total
Navasota	19	55	7	81
Beaumont	58	81	32	171
Port Arthur	9	33	21	63
Small Towns	8	45	2	55
Louisiana	13	38	22	73
	107	252	84	433

### STORIES SUBMITTED

	Acct.	Oper.	Sales	
Division	Dept.	Dept.	Dept.	Total
Navasota	4	12	4	20
Beaumont	7	3	11	21
Port Arthur	1	1	3	5
Small Towns	2	11	2	15
Louisiana	3	5	16	24
	17	32	36	85

### DECEMBER PLAIN TALKS

## Company Credit Association Growing

Five hundred and twenty-nine employees have joined the Gulf States Utilities Employees Federal Credit Union since its organization last March. These members own shares totaling the amount of \$19,867.00.

According to R. J. Orrick, president of the association, members are finding the Credit Union is a much welcomed systematic way of setting aside a portion of their monthly incomes as savings. Many are finding it worthwhile when in need of securing loans for provident reasons such as medical care, educational purposes, insurance, taxes, consolidation of bills, and for buying furniture and clothing.

Four hundred and forty-four loans totaling \$30,115.50 have been made by the association. Loans in force at the end of November 1936 were 314 totaling \$17,955.71.

The annual membership meeting and election of directors will be held in Beaumont the last Monday in January. At this time, action will be taken on the declaring of dividends on net profits during the nine months of the Credit Union's existence.

## Christmas Dance

Employees of Gulf States Utilities Company attended an enjoyable Christmas dance at the Beaumont Country Club Friday night, December 18. The dance is an annual Company affair held for employees, their wives, husbands, and dates.

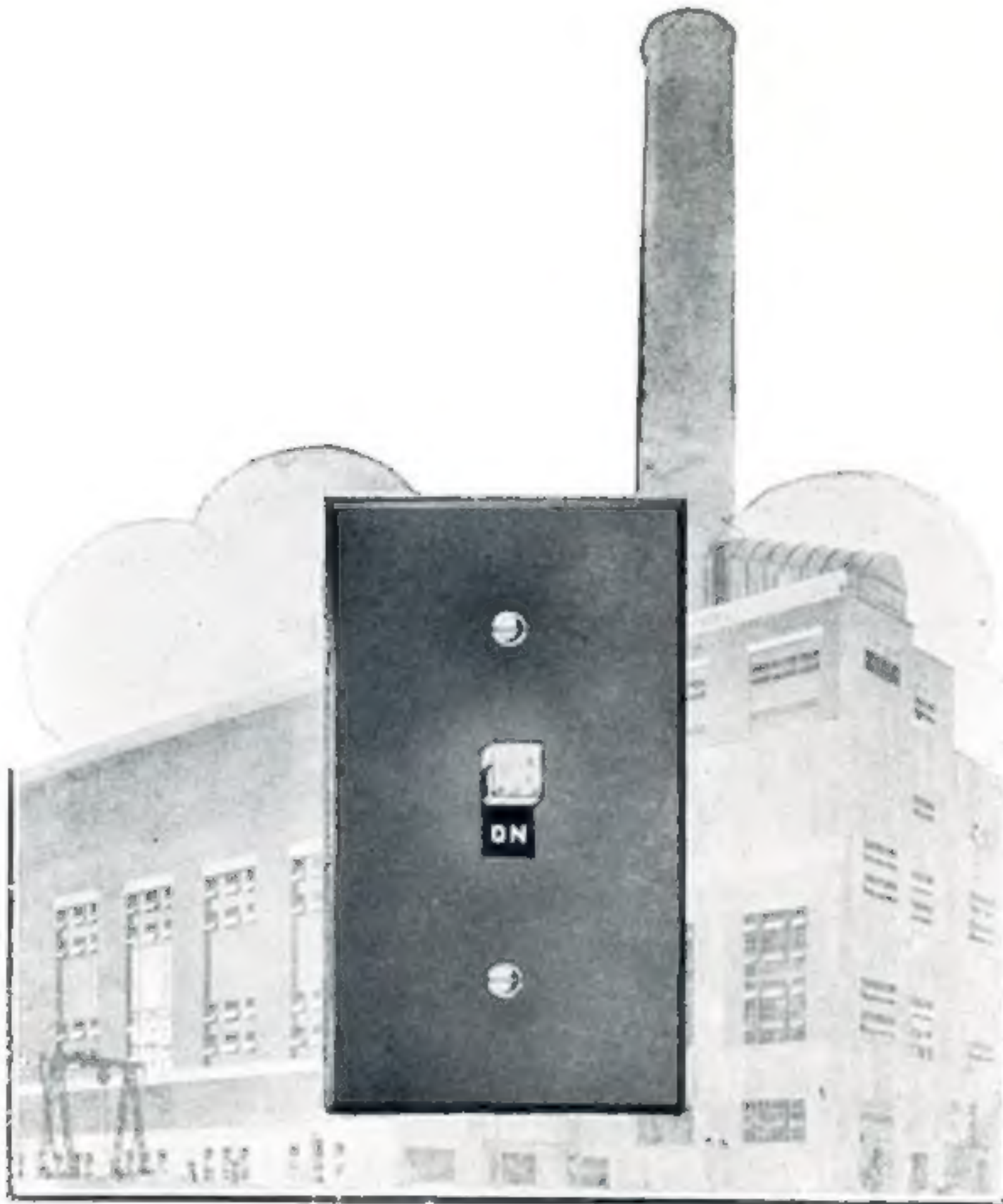
Arrangements were made by the dance committee composed of the following employees: Dorothy Seale, Emmie Cockrill, Mary Lilyerstrom, June Stewart, Dorothy Futch, Muriel Lamkin, Pete Murchison, Paul Masterson, Roy Peckham, and H. V. Faber.

The ball room was attractively decorated in a Christmas scheme by Brice Pettie and J. A. Roddy of the display department. The orchestra platform was especially attractive with a background of blue with silver Santa Claus, reindeer and sled. The background was illuminated with a rotating spotlight of various colors.

George Peglar's orchestra furnished a good selection of dance numbers.



# **new unit for Neches station**



While a definite date to begin construction has not been set, work will get underway sometime after the first of the year on a new unit for Neches station. The new unit will have a rated capacity of 27,500 Kw. The present capacity of the station is 57,500 Kw.

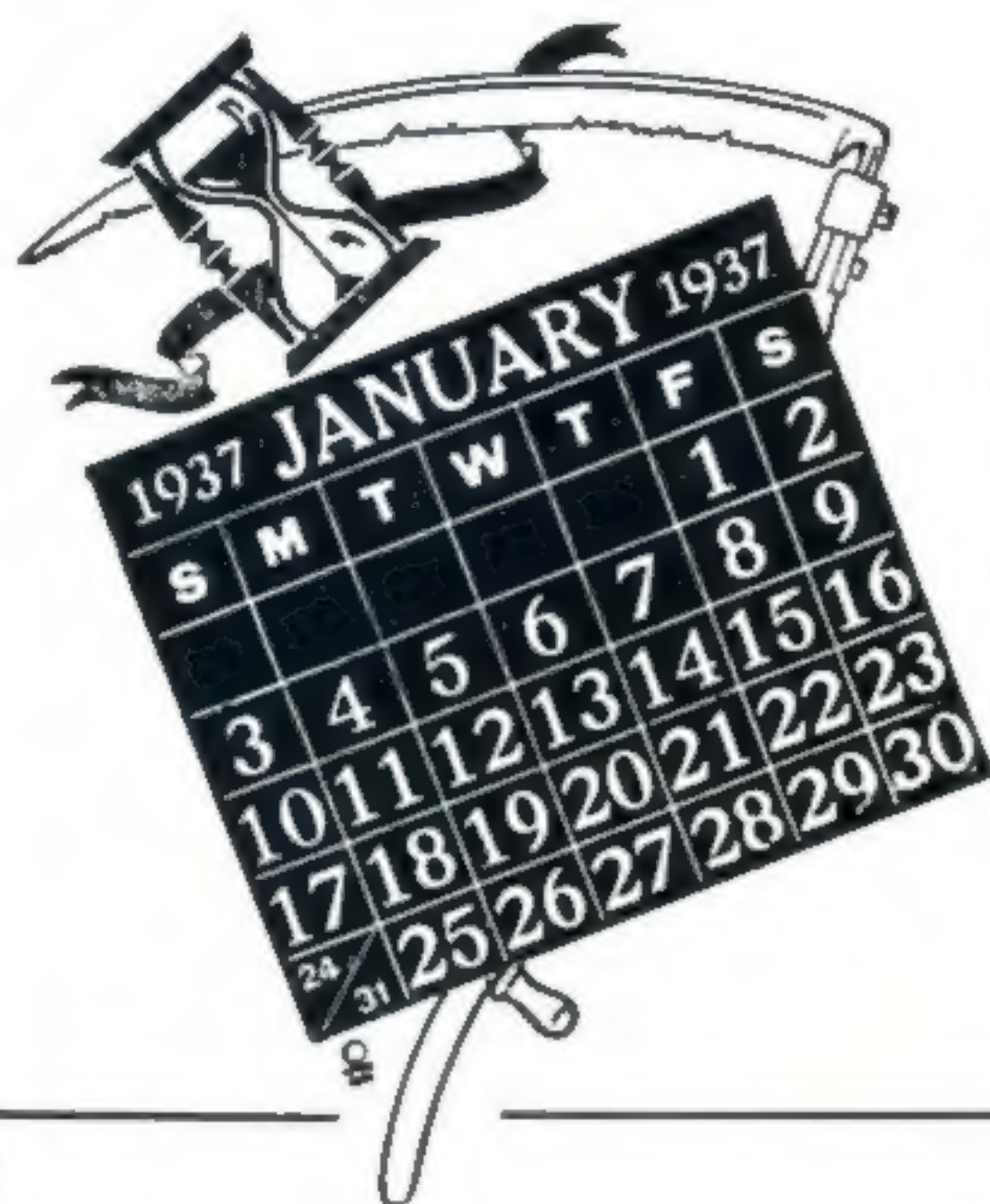
The station structure will be extended upstream to make room for the new turbine and the new boiler, which will operate at 875 pounds pressure and feed steam superheated to 915 degrees to the 3600 R. P. M. turbo-generator. A new stack will be added, a switchboard control bay will be built on the south side of the station and certain necessary changes will be made in the substation.

The project is scheduled for completion in the spring of 1938.

"When Neches station was built it was anticipated that its capacity would be increased from time to time to take care of normal growth in load," Mr. Walker explained. "This new unit will, it is expected, give us ample capacity in 1938 to care for normal growth for some years to come. The contract has been let to Stone & Webster and bids are being submitted on equipment at the present time. In the near future we should be able to announce when construction will actually get underway."



# A MONTH OF OPPORTUNITY



## SPECIAL OFFER TO G. S. U. CO. EMPLOYEES JANUARY ONLY

### A Chance to start the New Year Right with an Electric Range and Water Heater

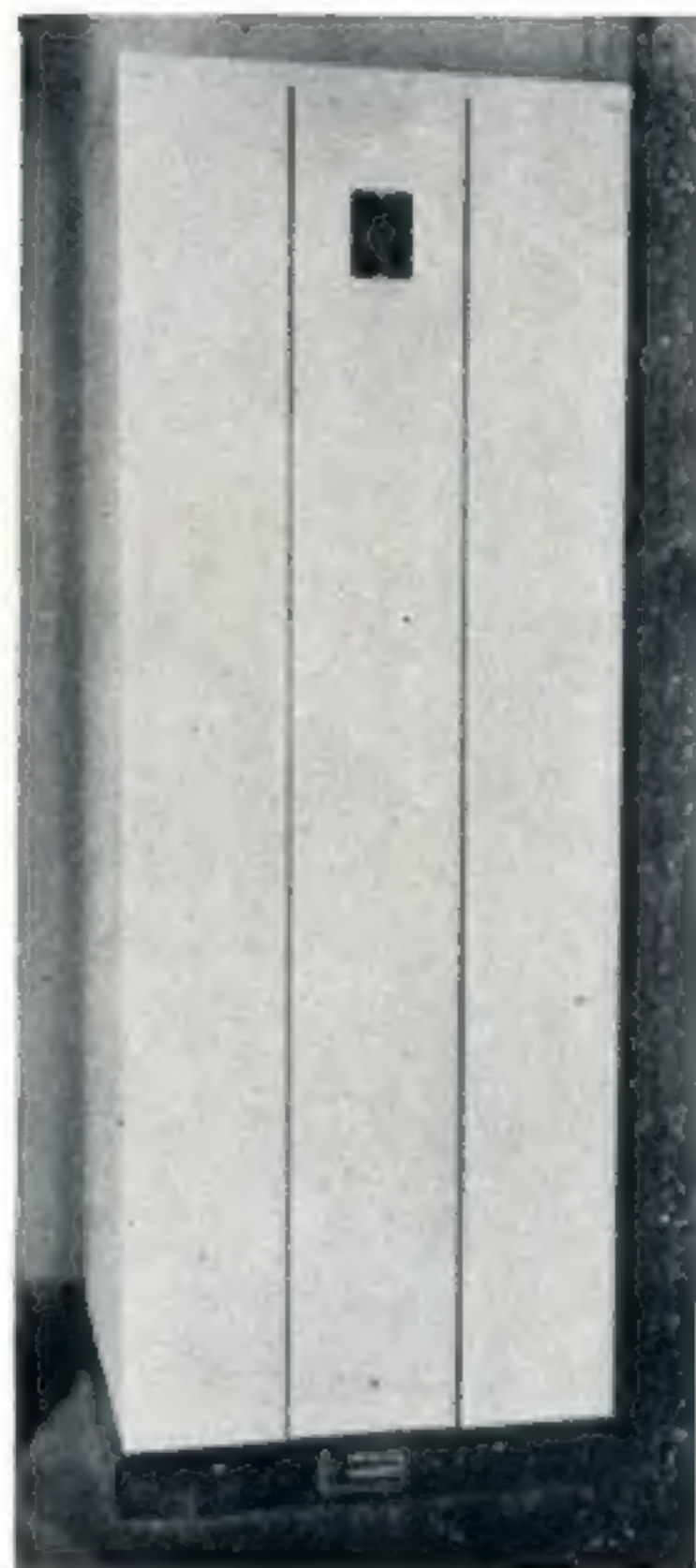
**TO ALL EMPLOYEES:** Through cooperation of the distributor a special low price on the new Sepco electric water heater has been made possible during the month of January only. The regular retail price on this heater is \$89.95 installed. The regular employee price is \$58.00 installed. The special January price is \$45.00 installed. Plumbing connections are not included at this price but can be financed with the heater if desired. Special 36 month terms are available for this month, too, on both water heater and ranges. Plan now to spend a happier 1937 with these conveniences in your home.

*L. H. Regel*





**THE NEW SEPCO**—This attractive 1937 model Sepco water heater is so clean and safe you could install it in a clothes closet. But it's so modern and attractive you'll probably want it showing in the kitchen. Completely automatic, it provides a constant supply of really hot water **24 hours** a day. The low water heating rate makes it cost little to use, and on this special January offer, the payments are so low you will find it easy to spare the money to meet them.



## TAKE 36 MONTHS TO PAY

TERMS AS LOW AS \$1.25 A MONTH ON WATER HEATER  
AS LOW AS \$1.32 A MONTH ON RANGE



## ONE OF FOUR ATTRACTIVE NEW MODELS

Get acquainted with the new Electromaster Seventy. It's a range of outstanding beauty that's more than skin deep. Equipped with interior oven light, thrift cooker, warming drawer, **NEW CLOSED TYPE UNITS**, convenience outlet, new "Mark-time clock watcher," timer clock, and whistling teakettle. The employee's price is only \$113.78. Other new models as low as \$47.37.





## BEAUMONT BUILDING FRONT GOES MODERN



The above pictures show how the Company's building in Beaumont has taken its place among the most modern and attractive business houses in the city. Note in the insert, the marquee over the front entrance follows the style of theatre fronts with silhouetted letters against an illuminated glass panel. The new front, attractively decorated with Christmas lights, along with the added attraction of well executed Christmas window displays, has caused quite a bit of favorable comment among the crowds of Christmas shoppers.



## ALL YEAR CONTEST - SALES JAN. 1 - NOV. 30, '36

## LIBERTY DIVISION

373

SALESMAN	RANGES		REFRIGERATORS		WATER HEATERS		NO. POINTS	
	Bogie	Sales	Bogie	Sales	Bogie	Sales	Est.	Act.
C. E. TAYLOR	31	73	45	87	15	26	300	602
I. F. DANIEL	39	62	53	56	15	27	300	445
C. H. FRENCH	25	39	45	39	10	19	300	433
W. N. GRAY	23	22	32	53	15	14	300	355
R. HUDNALL	37	38	51	42	17	17	300	285
A. D. BARROW	20	15	32	36	14	13	300	280
R. I. MORRISON	20	18	43	43	18	6	300	223
TOTAL	195	267	301	359	104	122	300	373

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O. JACOBSEN	28	33	46	44	14	20	300	357
V. S. DUGAS	32	27	56	61	17	27	300	352
FRANK SMITH	56	70	71	71	33	33	300	325
L. GOODWIN	33	26	67	68	20	25	300	300
W. HOUSE	19	19	35	43	8	5	300	285
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